

B.Com(CS) DEGREE EXAMINATION, APRIL 2020
I Year II Semester
Business Communication

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. State the need for Business communication.
2. Define Salutation.
3. What is Enclosure?
4. Define Sales letter.
5. Define Quotations.
6. Write a note on 'Offer'.
7. What is Circular letter?
8. Define Statutory bodies.
9. What is meant by drafting?
10. State the meaning of encoding.
11. Define Business Enquiry Letter.
12. What is Report Writing?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the various types of Business letter
14. What are the essential points to be covered in a letter of order?
15. State the difference between video conference and tele-conference.
16. What are the points to be remembered while drafting a 'Sales letter'.
17. What are the uses of E-mail?
18. Draft a letter to the Bank, asking explanation for dishonour of cheque.
19. Explain the format of a search report.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. You have sent an order for text books, but the firm has failed to supply them within the specified time. Draft a letter for cancelling the order.
21. Draft an application for the post of 'Accounts Executive' in an established private company dealing with stationery.
22. One of your customer owes Rs.100000 to the company for the past 1 year. Draft a suitable collection letter to collect the amount from him.
23. Explain the role of computers in Business correspondence.

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